

BENSON & HEDGES 100's
THE LENGTH YOU GO TO FOR PLEASURE



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Sample A. Samples
123 Any Street
Anytown, US 00000

Dear Sample,

I would like to thank you for returning the Benson & Hedges survey I sent you. As promised, I've enclosed a coupon good for **\$1.00 off** your next carton or 4 packs purchase of Benson & Hedges.

So the next time you go to great lengths for pleasure, take this coupon along with you, and enjoy the smooth taste of Benson & Hedges.

Sincerely,

Peter Henriques



MAIL OR RETURNED COUPON EXPIRES 12/31/94

**\$1.00 OFF ANY
CARTON OR
FOUR PACKS**

**BENSON & HEDGES
100's**



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